

CONTRACT



WOWT
3501 Farnam St.
Omaha, NE 68131
Sales T & C: www.gray.tv/advertising
(402) 346-6666

<u>Contract / Revision</u> 2464490 /		<u>Alt Order #</u> WOC13499814
<u>Advertiser</u> Conservative Nebraska		<u>Original Date / Revision</u> 03/18/22 / 03/18/22
<u>Contract Dates</u> 03/28/22 - 04/03/22	<u>Estimate #</u> 3162	
<u>Product</u> 2022 Primary Election		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WOWT	<u>Account Executive</u> Mary Beth Keating	<u>Sales Office</u> Omaha National
<u>Special Handling</u>		
<u>Demographic</u> Adults 55+		
	<u>Order Type</u> NORMAL	<u>Total Ratings</u> 388.50
<u>Agcy Code</u> 9916670	<u>Advertiser Code</u> 355	<u>Product 1/2</u> 459
<u>Agency Ref</u> 163897	<u>Advertiser Ref</u> 604114	

And:

Armada Strategies
2637 East Atlantic Boulevard Suite 43878
Pompano Beach, FL 33662

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WOWT	03/28/22	03/31/22	Morning News Show	5:00 AM-6:00 AM		:30				NM	3	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	11-1---				3	\$280.00	2.50			
N 2	WOWT	03/28/22	04/01/22	Morning News Show	6:00 AM-7:00 AM		:30				NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	-11-1--				3	\$800.00	5.00			
N 3	WOWT	03/28/22	04/01/22	Today Show	7:00 AM-9:00 AM		:30				NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	1-1-1--				3	\$850.00	6.20			
N 4	WOWT	03/28/22	04/02/22	Weekend News Sa	7:00 AM-8:00 AM		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	-----1-				1	\$600.00	4.60			
N 5	WOWT	03/28/22	04/02/22	Sa Today	8:00 AM-9:30 AM		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	-----1-				1	\$600.00	4.60			
N 6	WOWT	03/28/22	04/03/22	Weekend News Su	7:00 AM-8:00 AM		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	-----1				1	\$350.00	4.50			
N 7	WOWT	03/28/22	04/03/22	Su Today	8:00 AM-9:00 AM		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	-----1				1	\$600.00	4.50			
N 8	WOWT	03/28/22	04/03/22	Meet The Press	9:00 AM-10:00 AM		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	-----1				1	\$550.00	3.70			
N 9	WOWT	03/28/22	03/31/22	Today Show II	9:00 AM-10:00 AM		:30				NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	11-1---				3	\$350.00	4.80			
N 10	WOWT	03/28/22	04/01/22	Today w/ Hoda & Jenna	10:00 AM-11:00 AM		:30				NM	3	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	-11-1--				3	\$240.00	3.70			
N 11	WOWT	03/28/22	03/31/22	Midday News	11:00 AM-12:00 PM		:30				NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	1-11---				3	\$350.00	7.60			
N 12	WOWT	03/28/22	04/01/22	M-F 2-230p	2:00 PM-2:30 PM		:30				NM	3	\$660.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract Dates</u> 03/28/22 - 04/03/22	<u>Product</u> 2022 Primary Election	<u>Estimate #</u> 3162

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	1-1-1--				3	\$220.00	2.80			
N 13	WOWT	03/28/22	03/31/22	M-F 3p-4p	3:00 PM-4:00 PM		:30				NM	3	\$780.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	11-1---				3	\$260.00	3.20			
N 14	WOWT	03/28/22	03/31/22	M-F News @ 4p	3:57 PM-5:00 PM		:30				NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	1-11---				3	\$650.00	8.00			
N 15	WOWT	03/28/22	04/01/22	News @ 5p M-F	5:00 PM-5:30 PM		:30				NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	-1-11--				3	\$900.00	12.10			
N 16	WOWT	03/28/22	03/31/22	NBC Nightly News	5:30 PM-6:00 PM		:30				NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	-1-1---				2	\$1,400.00	12.60			
N 17	WOWT	03/28/22	04/01/22	News @ 630p M-F	6:30 PM-7:00 PM		:30				NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	1-1-1--				3	\$900.00	9.00			
N 18	WOWT	03/28/22	04/02/22	News @ 5p Sa	5:00 PM-5:30 PM		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	-----1-				1	\$900.00	15.90			
N 19	WOWT	03/28/22	04/02/22	News @ 630p Sa	6:30 PM-7:00 PM		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	-----1-				1	\$700.00	9.30			
N 20	WOWT	03/28/22	04/03/22	News @ 5p Su	5:00 PM-5:30 PM		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	-----1				1	\$800.00	11.30			
N 21	WOWT	03/28/22	03/31/22	Weekday Jeopardy	5:57 PM-6:30 PM		:30				NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	11-1---				3	\$950.00	12.40			
N 22	WOWT	03/28/22	03/30/22	Wednesday Prime Hr 1	6:57 PM-8:00 PM		:30				NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	--1----				1	\$2,100.00	10.50			
N 23	WOWT	03/28/22	04/02/22	Saturday Prime Hr 2	8:00 PM-9:00 PM		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	-----1-				1	\$1,200.00	8.60			
N 24	WOWT	03/28/22	04/01/22	News @ 10p M-F	10:00 PM-10:35 PM		:30				NM	3	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	1-1-1--				3	\$1,050.00	11.60			
N 25	WOWT	03/28/22	04/02/22	News @ 10p Sa	10:00 PM-10:30 PM		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	-----1-				1	\$1,000.00	10.90			
N 26	WOWT	03/28/22	04/03/22	News @ 10p Su	10:00 PM-11:00 PM		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/28/22	04/03/22	-----1				1	\$800.00	8.20			
Totals										388.50		53	\$36,400.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
03/28/22 - 04/03/22	53	\$36,400.00	(\$5,460.00)	\$30,940.00
Totals	53	\$36,400.00	(\$5,460.00)	\$30,940.00

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